

ABSTRACT OF THE DISCLOSURE:

Please amend as follows: A customer lead management system that relates to a system and method for collecting and organizing customer-marketing data, which is then made available to business representatives to assess. Specifically, using a computer network, and, data on a potential customer's Budget, Authority, Needs, Timeline Timeframe, and other related customer data is collected. ~~After~~ While this data is being collected, the customer lead management system stores the customer lead data in real-time [instantly], automatically ranking and ranks the viability of the customer lead on the interest level of the customer lead and other variable criteria used in the web-based algorithm calculation, and automatically electronically notifies the appropriate company and/or company representative about the customer lead. The resulting customer lead profile ~~record is then stored in a database.~~ is located in a web server database, and can be accessed and updated in real-time by a portable computer or electronic device that has been web-enabled. The customer lead data is then capable of being accessed via a computer network by various companies that have goods/services that satisfy the needs and requirements of the customer lead. A company representative can be automatically notified when a customer lead profile has been updated.